

News Release



FOR IMMEDIATE RELEASE
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New Business Contracts Awarded for Columbia State Historic Park

Hotels and Restaurants to Again Attract Visitors to Mother Lode

California's best preserved historic Mother Lode town, a working business and historical community, has a new concession operator coming to town for the City and Fallon Hotel complexes and restaurants.

Jeff Briggs, managing member of Briggs Hospitality LLC will oversee all operations and manage the restaurants that are a part of the City Hotel and restaurant operations. Briggs began his career as chef of the Columbia City Hotel Restaurant, from 1983 to 1986. He also served as executive chef of John Q's Restaurant from 1988-1990 in Sacramento and the former Nut Tree Restaurant in Vacaville from 1993-1996. The John Q Restaurant received a 4-star rating from the Sacramento Bee both years that Briggs was their chef. Most recently, he operated the Café Rio in Aptos from February 2007 until 2010, and has been the owner of Jack Rabbit Catering since 2000.

Briggs Hospitality LLC will be joined by Ricardo de la Cruz of de la Cruz and Associates to develop and manage the hotel operations. De La Cruz has over 30 years in public and private real estate development, specializing in public-private partnerships. During the past 20 years, his developments included 5 hotels and a children's discovery museum.

The new operator will open to the public in phases, beginning with the Fallon Ice Cream Parlor, City Hotel lodging and restaurant. The former Jenny Lind Restaurant will become Bart's Black Skillet, named after the infamous stage coach robber, known as the gentleman bandit who from 1875 to 1883 robbed 28 Wells Fargo stages with his first and last robberies on the Sonora to Milton line. It will serve breakfast, lunch and dinner. The lodging operation will include 3 vacation cottages, a great addition for families visiting the historic community. For the first time, the hotels will become part of the ReserveAmerica system, enhancing the exposure to a larger audience of potential visitors.

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